



**YES  
TO LIFE**  
YOUR OPTIONS  
FOR CANCER

**IMPACT REPORT  
2020- 2021**

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## FROM OUR CHAIRMAN

In common with much of the sector, Yes to Life has experienced a challenging year amidst the increasingly harsh climate for charities. Nonetheless, support for our mission has continued to grow alongside an increasing recognition of the importance of a broader approach to cancer care, as advocated by Yes to Life for over 15 years. Over the same period, the need for Yes to Life's services has risen markedly as a direct result of the pandemic. By responding creatively, the charity has been able to deliver to more people in a raft of innovative ways, on a lower budget.

In parallel, connections with the NHS have continued to grow, and the first

shoots of constructive dialogue with mainstream cancer care regarding integration have appeared, alongside public support from senior NHS oncology professionals. Despite our small size, Yes to Life is increasingly recognised as the driving force behind change in regards the integration of conventional cancer care with other disciplines.



**ROBIN DALY**  
Chair and Founder



## FROM OUR EXECUTIVE DIRECTOR

Over the last 12 months, we have been surprised and tested in unprecedented ways. I reflect on the year, defined by a global pandemic, with a mix of humility and optimism.

Above all, the year demonstrated the critical importance of adapting to our ever-changing world. I was profoundly inspired by the enduring strength and resilience of our beneficiaries, employees, and partners. I remain humbled and grateful that Yes to Life has been able to continue to provide support and adapting to make things in entirely new ways.

Looking to the years ahead, I am encouraged by the momentum behind all the new initiatives we have created, to continue empowering people living with cancer to make their own informed decisions about their cancer treatment.

The last year proved without a doubt that we live in an increasingly interconnected and fragile world. Now is our time to work together, break barriers and unlock insights about the full potential of Integrative Medicine.

2021-2022 demands more action from all of us and I am optimistic that together we will rise to the challenge.

Thank you for being part of our journey



**MIQUEL LEON-CANETE**

**Executive Director**



# ABOUT US

Yes to Life empowers people with cancer to make informed decisions about their care options. For well over a decade, we have provided evidence-based information to those in need.

Our aim is to provide information based on evidence to help people find out about Integrative Medicine, which we provide through a range of services.

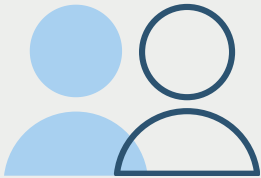
The team at Yes to Life is characterised by the passion and commitment of its members, often borne out of personal experience of the power of Integrative Medicine. Most of them are volunteers, enabling us to deliver an impressive array of high quality services on a limited budget.

Our staff and volunteers encompass an extraordinary breadth of skills, experience and knowledge. Each of the Team brings their own unique talents and passion to driving forward the mission of the charity.



# YES TO LIFE HIGHLIGHTS

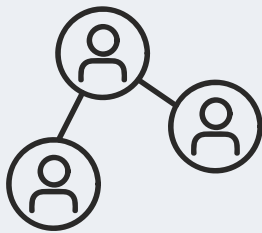
At Yes to Life, we're always working and always here for people affected by cancer.



Over **6500** people living with cancer have benefited from one or more of our services over the last year



**21** Forums delivered, **1** annual congress, **1** new conference 'Your Life and Cancer', **Wigwam** online Cancer Support Groups launched, over **3000** calls to our Help Line, and much more...



A significantly enhanced **website**, our **Life Directory** more comprehensive and with improved search facilities. Despite the COVID challenges, more **services** than ever!



Over **300** volunteers involved in the different projects of Yes to Life.



**OUR SERVICES**

# OUR SERVICES

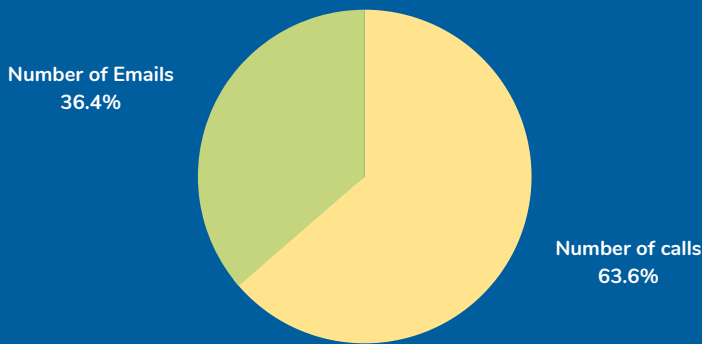
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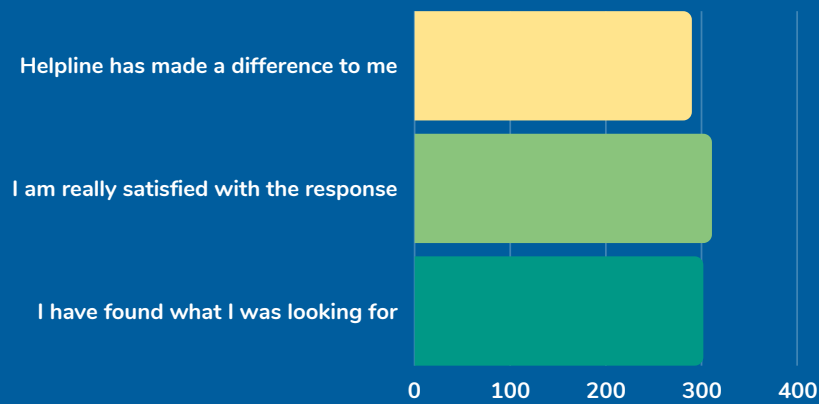


# HELPLINE

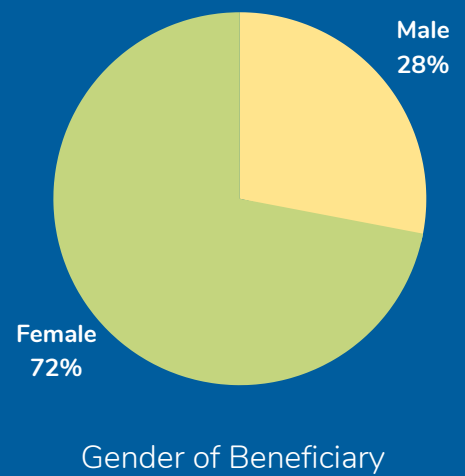
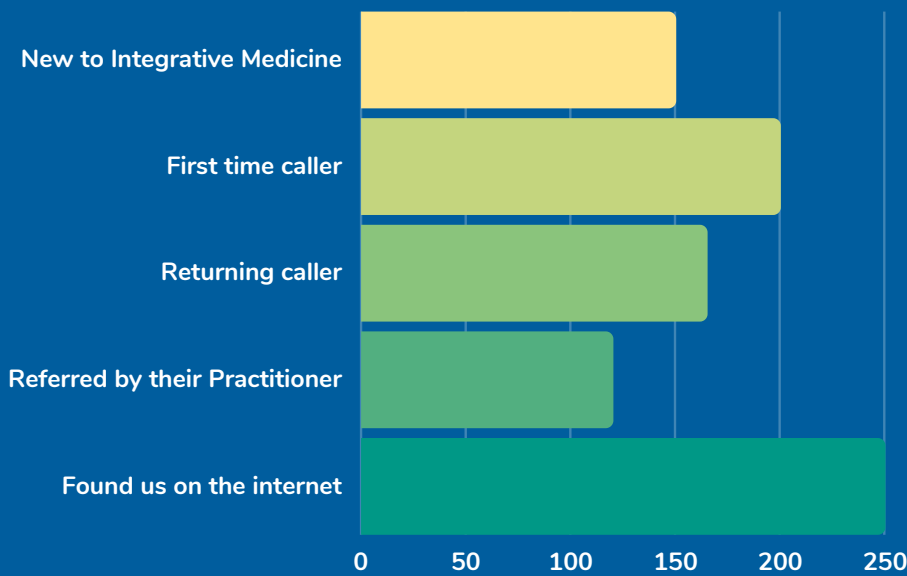
Our helpline is supported by highly trained volunteers all of whom have personal experience of cancer or another chronic condition, or have supported a close relative or friend. Our volunteers often provide a lifeline to those whose voices have not been heard, or who are otherwise isolated.



Number of calls vs emails to the Help Centre



Level of satisfaction with our service



Gender of Beneficiary

# WIGWAM

Wigwam is an online cancer support group initiative with a difference. It is a community of people living with cancer coming together to explore and share information and experiences, with the aim of empowering themselves to gain control over their lives. Wigwam is a place for people to meet locally or online. Wigwam is a place of safety and care which is flexible and supportive in which to meet others sharing similar issues, and to learn about Integrative Medicine.

WIGWAM  
Yes to Life cancer support group

**21** Forums delivered  
with over  
**472** attendees

**5** active Wigwam  
groups  
with an average  
of **51** active  
members attending

**219** members of the  
Wigwam community  
**298** unique visitors per  
month to Wigwam  
website  
**72%** of them new to  
Wigwam

**2** established weekly  
wellbeing groups with  
an average of **71**  
active attendees



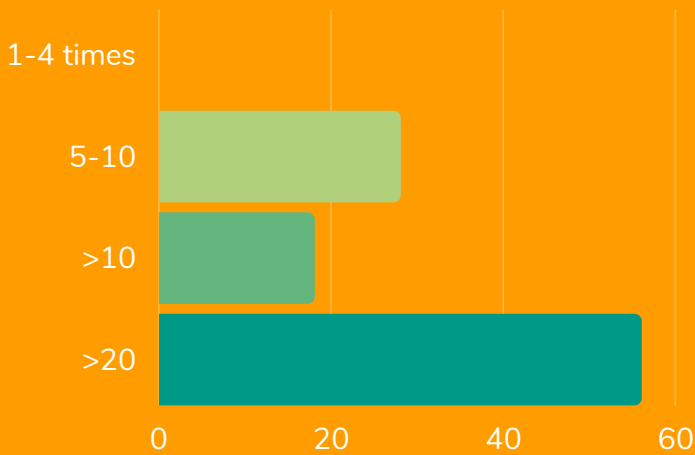
"Yet again I've learned something new to benefit my healing. Every "single" thing I learn and implement helps me to live longer and in a healthier state.  
Good Self-help advice"

[Forum participant](#)

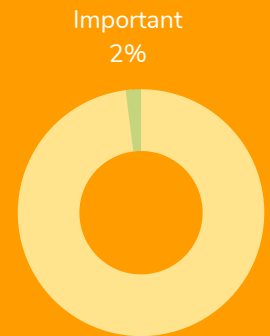
# WIGWAM

What our Wigwam Cancer Support groups members have to say:

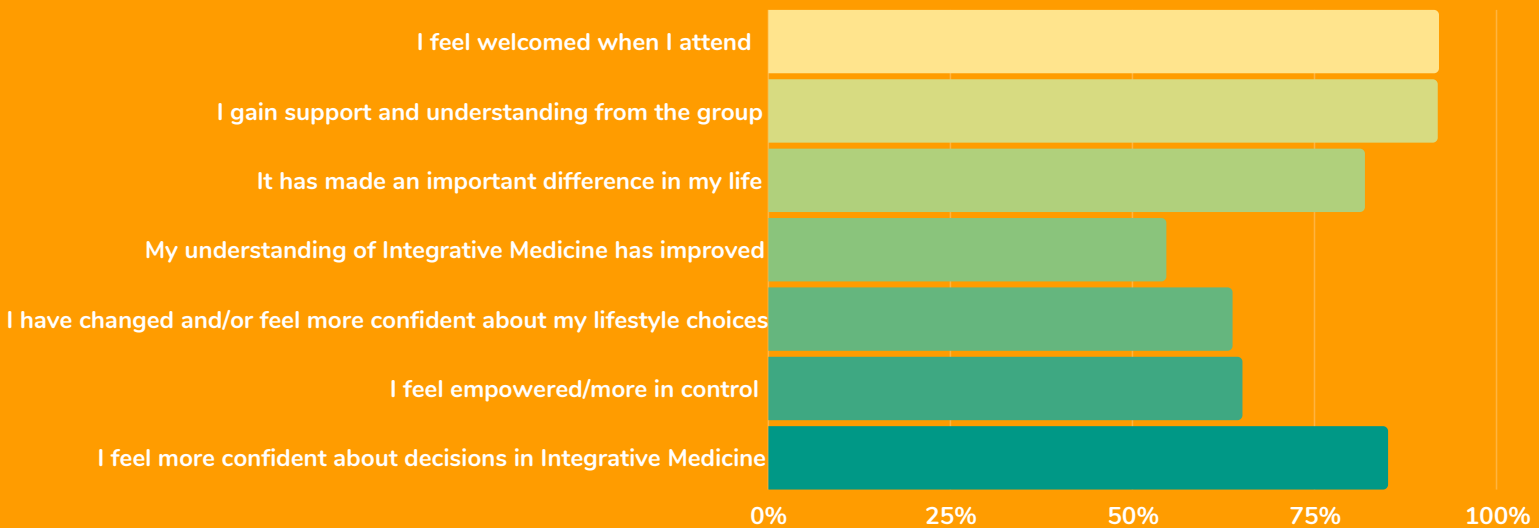
How many times have you attended the group, approximately?



How important has the group been to you?



What difference the group has meant to you?



" I have learnt lots of useful things and changed my diet. I only wish Wigwam had been there when I was first diagnosed with breast cancer. Living with cancer can be a very lonely journey when there is no support."

Wigwam Group Member



# RADIO SHOW

The Yes to Life Show on UK Health Radio is all about Integrative Medicine for cancer. As we hurtle towards the point where half of us will get cancer, there are some pretty stark questions facing us. In search of the answers, show host and Yes to Life Founder Robin Daly talks to a fascinating mix of scientists, oncologists, doctors and practitioners, as well as extraordinary survivors who have exceeded all expectations by thinking outside of 'the box'.



**52** radio shows  
broadcasted



**Average of  
50,000** listeners  
per month

**52** top  
integrative  
professionals  
interviewed

# LIFE DIRECTORY

Over the last year, we reviewed and updated the entire Life Directory (over 650 listings) to ensure accuracy of contact details as well as of the treatments included.



**LIVING  
WITH CANCER**

**Over 650 providers listed  
in the directory**



**Near 100 new  
practitioners and clinics  
added over the last year**

**25 volunteers involved  
in this update  
and 1,000 searches a day  
to the directory**

# OUR EVENTS



# ANNUAL SPRING CONFERENCE

After postponing our Annual Conference in 2020 due to the COVID pandemic, 'Nutritional Science and Cancer' returned in 2021, bigger and better. The two-day Congress explored this fascinating and crucial topic from many angles, and included a workshop-focused day, delving into immunity, the microbiome and more, following a day of in-depth presentations from leading figures from the field of Nutritional Science.



**350+ delegates**

**14 speakers**

**2 masterclasses**

**1 resources hub**

**20 supporting organisations**

**First 'online' Yes to Life Annual Conference with people from over 20 countries attending**

## EMPOWERING!

"I found the event was supportive to my journey with nutrition. Each presentation offered a different and equally important aspect of nutrition."  
[Anonymous](#)

# OTHER EVENTS

## Your Life and Cancer

Your Life and Cancer is an annual online event for everyone who is affected by cancer. It is designed to aid cancer treatment, enhance quality of life and improve possible outcomes.

The first Your Life and Cancer event took place online over two weekends in September and October 2020.

2 weekends  
of talks plus on-  
demand  
**Wellness Area**



30+ organisation  
and company  
Supporters

700+ delegates

40+ speakers

32 countries

## AMAZING EVENT...

What an amazing event. You should all be so proud of yourselves. Thank you so much for such an enlightening and empowering 4 days.

## INFORMATIVE AND INSPIRING...

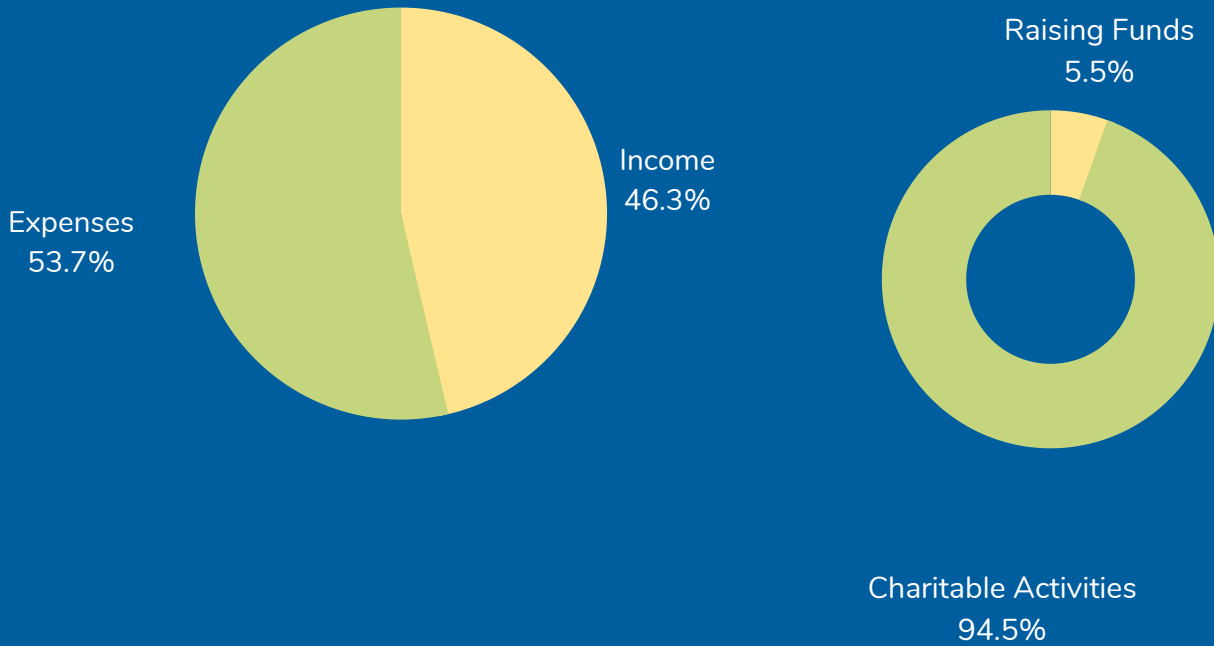
Many thanks for this informative and inspiring event. I have greatly enjoyed the presentations this weekend, and am pleased to have opted for recordings too as it gave me the opportunity to take time and not overload; therefore I shall be listening to some afresh and some again.

# FINANCIALS

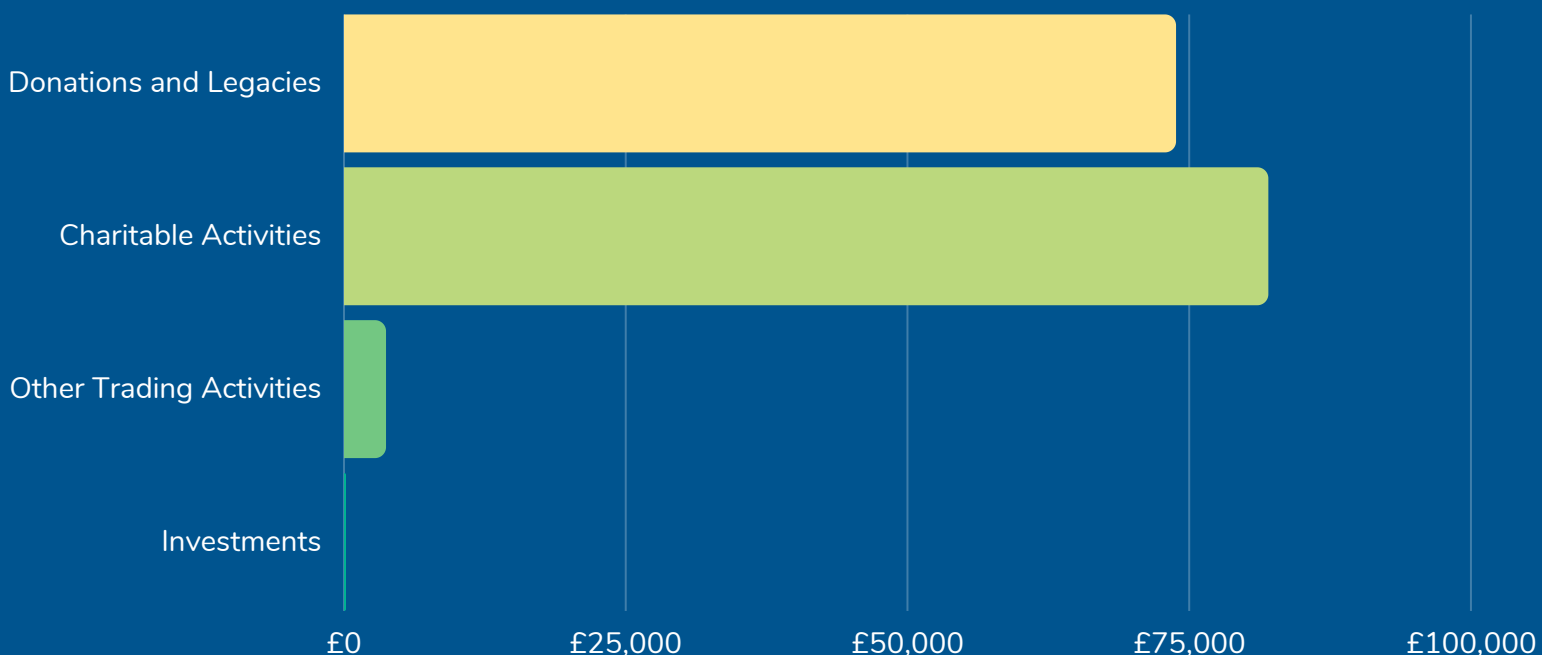


# FINANCIAL STATEMENT

Income for the year amounted to £159K, a decrease of £15K from 2019, of which £74K was unrestricted and £85K restricted. Expenditure amounted to £185K, a significant decrease from the £372K in 2019.



## INCOME BY SOURCE



**SUPPORTERS**

# THANK YOU FOR RAISING VITAL FUNDS

Thanks so much for all you do to raise funds for our work. You continue to help us get closer to our vision each day.

We wish we could name each and every one of our amazing fundraisers, but here are some of the incredible things some of them have done



Our Chairman and Founder took on a fundraising challenge in July. What started off as a chat about fundraising ended up as #TheBigWeekOff – a 7 day fast. He smashed his target of £7k in 7 days - £1000 per day - raising £7456.30 plus an additional gift aid of £812.50.



Emma took the challenge of shaving her hair with 'Emma's hair today, gone tomorrow - supporting cancer warriors' and raised the amazing sum of £1,213.75

Heather's 'Run 1000 Miles in 2020' challenge raised an incredible £887.50 - vital funds for Yes to Life

Our Christmas online dinner 'Come dine with Yes to Life' saw more than 250 people coming together for dinner while staying in their own homes and raised well over £5000





# THANK YOU TO OUR GRANT SUPPORTERS

Thank you as well to all the Trust and Foundations who have supported us during this difficult year.

The Emergence Foundation

CAF

City Bridge Trust

The Edward Gostling Foundation

Persula Foundation

QBE EO Foundation

Drummond Will Trust



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